

# Brian Frank

8400 Meadowmoore Place, Pickerington, OH • +1 614-204-5382 • [iambrianfrank@gmail.com](mailto:iambrianfrank@gmail.com) • [linkedin.com/in/iambrianfrank](https://www.iambrianfrank.com) • <https://www.iambrianfrank.com>

## Vice President, E-Commerce

E-Commerce and Product leader with 20+ years of proven results in increasing revenue and optimizing user experiences. Doubled E-Commerce sales at AC Lens from \$25M to \$50M and delivered 20%+ annual growth at National Vision. Founded BaseballRampage.com and grew it from \$0 to \$5M in 5 years. Experience leading UX, digital marketing, product, pricing, merchandising, assortment, and operations to drive profitable sales growth.

## WORK EXPERIENCE

### VP E-Commerce, Principal Product Manager • Full-time

#### National Vision • Columbus, OH • 01/2021 – 12/2023

- Increased repeat customer E-Commerce sales by 30%+ by evaluating the customer journey and integrating omnichannel data and improving My Account functionality
- Improved appointment scheduler completion rate by 200 bps to deliver \$20M in incremental revenue by identifying user problems, creating hypotheses, and split testing to optimize funnel
- Optimized the performance marketing spend of \$25M+, managed paid social media, and partnered closely with brand marketing to drive revenue and identify growth opportunities, resulting in 10% CAC reduction.
- Modernized digital product experiences by adding virtual try on for glasses, online prescription renewal, personalized recommendations using AI/machine learning, glasses lens configuration, and many more features and grew E-Commerce revenue by 20%+ annually
- Improved online merchandising and content on SAP Hybris CMS to optimize brand experience, and increased organic traffic by 15% by improving technical SEO and optimizing page load speed
- Revamped the Product Management processes and successfully executed the entire product development lifecycle from ideation to release and launch

### VP E-Commerce, Principal Product Manager • Full-time

#### AC Lens • Columbus, OH • 01/2016 – 12/2020

- People management experience, with 5 direct reports and 15 total staff across Marketing, Merchandising & Assortment, Digital Product, UX, Content, and Web Analytics
- Owned P&L, doubled E-Commerce revenue from 25M/year to 50M/year, and beat revenue targets by implementing innovative website features, conversion rate optimization, and improving customer retention
- Launched an email and SMS-enabled CRM platform, focused on retaining customers, which led to an increase in repeat purchases of 20% in 2018

- Used data to prioritize strategic product roadmap, and aligned the business objectives with product initiatives, resulting in more effective use of capital and improved ROI
- Executed split test experiments, design sprints, journey mapping, usability testing, and user research to define personas and build an optimized customer experience
- Managed \$3M marketing spend, focused on new customer acquisition via paid search

### **VP Digital Product, Principal Product Manager • Full-time**

**AC Lens • Columbus, OH • 01/2012 – 12/2015**

- Defined product vision and strategy, conducted user research, wrote product requirements and user stories, prioritized features and worked closely with engineering in an Agile environment, managing software delivery through the full lifecycle
- Launched custom-built responsive B2C E-Commerce platform delivering product and features to power 15 contact lens and glasses websites in 2015
- Led complex project to take over contact lens distribution for Walmart and Sam's Club partnerships and delivered E-Commerce websites and the operations to support a large increase in volume in 72 days
- Launched a native mobile app for DiscountContacts.com and a contact lens subscription program, resulting in a 10% increase in CLTV and retention, and improved customer satisfaction, measured by NPS
- Improved website conversion rates by 10% over this period, using data analysis and on-going split testing experiments and conversion rate optimization
- Led experience design, executed design sprints, journey mapping, user interviews, usability testing, and quantitative research to develop customer empathy, make product decisions, and optimize product value

### **General Manager & Partner**

**Rampage Sports Group/PCPD, LLC • 01/2007 – 12/2011**

- Launched BaseballRampage.com in 2007, selling sports equipment, and built out retail store, product offering, and website user experience, and also managed operations, specifically order fulfillment, inventory management, and supply chain.
- Grew revenues from \$0 to \$5M by 2012, while maintaining P&L responsibility by optimizing website conversion, acquisition tactics, retention, pricing, and product assortment
- Launched Rampage Rewards loyalty and referral program, resulting in a 10% increase in 1x to 2x customer retention

### **Marketing Manager/Director • Full-time**

**AC Lens • Columbus, OH • 04/2004 – 12/2011**

- Managed pay-per-click marketing, email marketing, affiliate programs, and content and design

## **EDUCATION**

### **MBA in Marketing/Management**

Capital University • Columbus, OH, USA • GPA: 3.8 • 01/2010 – 12/2012

## **BA in Marketing Communications**

The Ohio State University • Columbus, OH, USA • GPA: 3.7 • 09/1999 – 03/2004

### **AWARDS & SCHOLARSHIPS**

**40 Under 40** • 05/2009

Sporting Goods Business

### **SKILLS**

**Technical:** Agile Development, Artificial Intelligence, AWS, CSS, Front End Web Development, Git, HTML, Javascript, Node, Project Management, ReactJS, Scrum Methodology, SQL

**Marketing:** Affiliate Marketing, Content Management, Customer Acquisition, Customer Relationship Management, Customer Retention, Email Marketing, Merchandising, Pricing Strategy, Profit and Loss Responsibility

**Product:** Business Analysis, Capital Expenditure Management, Prioritization, Product Development, Product Management, Product Planning, Roadmaps

**Design:** Customer Experience, Customer Journey Maps, Digital Content, User Interface Design, User Research

**Platforms:** Azure DevOps, Hybris, JIRA, Looker, Power BI, Tableau Software